

WHAT IS CLAIMED IS :

[Claim1] All Record retailers shall get together and organize a Franchise System, in order to establish the Headquarter for Internet business. Also, the Headquarter will set up the servers for Internet (hereafter, referred to as "H. Server."). Both Franchise Stores and the Members collected by Franchise Stores -individually- will have each server (hereafter, referred to as "F. Server" and "M. Server respectively) connected with H. Server via Internet. The proposal is the "H. Server" to consist of the following data and systems:

- a. Merchandise Information Memory Data, will be gathering information of various goods (hereafter, referred to "Goods") including records, CD, MD, Music Tape, Video Tape and DVD, etc. which are sold by Franchise Stores.
- b. Home Page Creation System, will be realized through several ways: the system will be able to read the Merchandise Information Memory Data and get all the necessary merchandise information. At the same time, it will be able, through each Store's Home page Data Memory System, to collect each Store's Home Page Data, as well as the Franchise Store ID System.
- c. Home Page Sending Service, will be used in order to send the Home Page, including information, gathered from Merchandise Information Memory Data.
- d. Order Receiving System, will facilitate the realization of orders from the Members, through the Home Page.
- e. Received Data Transfer System, will enable the transfer of the Order Data (received by the Order Receiving System), to the "F. Server" identified by Member Store ID System. The order data will be including the buyer's name and the ordered items.
- f. Franchise Store ID System will facilitate the identification of a franchise store to which the Members concerned belong, with the time that Members or non-Members

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have accessed. The System shall identify the Franchise Store to which the Member concerned belong based on the URL set up in advance according to the defined rules.

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 Configuration chart of Hardware associated with the execution form of the Invention.

Fig. 2 Configuration chart of Member Data Base used in the System.

Fig. 3 Configuration chart of Franchise Store Data Base.

Fig. 4 Configuration chart of Home Page Data Base for every Franchise store.

Fig. 5 Description chart of an example of Front Page in Home Page created by the System.

< Meaning of Symbols >

(10) Headquarter Server, (11) Goods Data Base, (13) Member Data Base, (14) Franchise

Data Base, (15) Data Base for Home Page Data, (20) Franchise Store's Server, (30)

Member's Server, (40) Internet

ABSTRACT OF THE DISCLOSURE

To provide such a System in which EC is available by Internet, without creating/maintaining/controlling a Home Page and by reducing the costs for goods